

Risk Communication & Public Involvement

Instructors: Steve Simanonok & Sofia Serda, EPA Region 9

Location: Lakeview and Congress Rooms

WORKSHOP AGENDA

Thursday, May 16th

1:00–1:15

Welcome/Introduction

1:15–2:30

Introduction Exercise:
The Importance of One-on-One
Communication

2:30–2:45

Break

2:45–3:15

Public Involvement Principles:
Building Trust & Credibility

3:15–3:30

Video: The Richmond Fire
(morning segment)

3:30–4:30

Toxicology, Risk Assessment,
Risk Management &
Risk Communication

4:30–5:00

Video: Peter Sandman &
Risk Communication

Friday, May 17th

8:30–9:30

Responding to Difficult
Questions from the Public &
Using Plain Language vs.
Technical Mumbo Jumbo

9:30–9:45

Video: Ford Motor Co. &
The Firestone Tire Recall

9:45–10:15

Working with the Media

10:15–10:30

Break

10:30–10:45

Video: Richmond Fire
(evening segment) &
Public Meeting discussion

10:45–11:15

Preparation for a Role Play—
Your meeting with the
Community

11:15–12:15

Role Play Exercise—
Community Meeting

12:15–12:30

Workshop Evaluations